

MACLEAN'S

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New Hints for Hallow'een Page 65



Death Takes Murder Fiend

Derisively Responsible for
Death of Helms, Including
Many Children

ALFRED BLOOM

THE CASE of Paul Bernardo, best of the terrible serial killers of the 1970s, has been a source of horror to many. He is now a convicted murderer, and his name is synonymous with the worst of evil. The Toronto Police has released a statement that he is a "very dangerous" man, and that he is a "very dangerous" man.

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Pinks Bandy Angry Words

Shaw Quotations Statement of
Daily Herald, is Disputed

By Labor Paper

LONDON BRIDGE

ON THE 10th of the month, the Daily Herald, a London paper, published a statement by Shaw Quotations, a London company, that it was a very dangerous man, and he is a very dangerous man.

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PICTURES FULL OF LEARNING and a Story You Want to Read



He is a very dangerous man, and he is a very dangerous man.

Young folks, and older ones too, stand in amazement at the wonder of a great ship. Just imagine! 400 eight-roomed houses could be packed into the space on board the Majestic of the White Star Line. Her great boilers convert 500 tons of water into steam every hour for use in her main engines. Her anchor weighs 230 tons. She requires 17 tons of blankets and enough linen to cover 30 acres, to accommodate her passengers. This illustration from THE BOOK OF KNOWLEDGE helps us to understand the guiding power inside a ship. Nothing arouses the curiosity and impresses the memory like a good picture. In THE BOOK OF KNOWLEDGE are pictures, striking pictures, full of learning, and stories that grip the hearts and minds of boys and girls, awakening in them such a living interest in the great world, that learning becomes a delight.

Do you know

What is it we made of?
Why is the sky blue?
Do fishes sleep under water?
How does the sun make a rainbow?
Does a bird always sing the same song?
Is the earth quite round?
Can a boy ever get fished up?
Why are birds of different colors?
Why does the spider's web catch the spider?
When did newspapers first begin?



The Book of Knowledge

MAKES LEARNING A DELIGHT WITH 15,000 PICTURES
2,300 IN COLOR, 1,300 IN GRAY

What a wealth of information is presented! The whole wonderful world is brought before us—stars, rocks, fishes, birds, machines, nations, customs, history, books, music, art, games, industries, mines and governments. Things that change and things that never change are all here, and, through it all, gleams the golden thread of vital human interest that makes learning a delight.

PUBLISHED BY
THE GROlier SOCIETY Ltd., TORONTO

Canada's Premier says:

"THE BOOK OF KNOWLEDGE" has long been a treasure house for children of English-speaking lands. It has proved to be a source of unending delight and a liberal education. It has been prepared particularly for the young people of Canada. I hope that generations of children to come will be born with such books as these to know and to love this wonderful land of ours."

Yours very truly,
W. L. Mackenzie King



free

FREE TO PARENTS

Without obligation, you may send me the first volume of THE BOOK OF KNOWLEDGE. I will send you the rest of the series as soon as I receive your order. I will send you the rest of the series as soon as I receive your order. I will send you the rest of the series as soon as I receive your order.



He recommends them to his best customers

EVERY grocer knows his customers, their tastes and standards, and the quality they buy.

Many customers insist upon only the best being served to them—that is why, when it comes to biscuits, the grocer recommends McCormick's.

The new McCormick Sweet Biscuits are as fine as any biscuit ever baked here or in England.

They are crisp, fresh, appetizing always, in a variety of sandwiches, shortbreads or plain biscuits to suit every taste. To taste them is to learn how fine a biscuit can be.

If you could see the great white-tile bakery in which they are made, you would understand at once how the moisture upon pure ingredients, and the wonderful ovens make such satisfying biscuits.

Ask your group about them



The new popular
Supermarket by David



CLIT AND CREAM
A delicious way to stay fresh

For every occasion—

M^cCORMICK'S
BISCUITS

*Every one of that Distinctive Quality
which makes JERSEY CREAM SODAS famous*



And finally, the "new" management is not a "new" management. It is a management that has been in place for a long time. It is a management that has been in place for a long time. It is a management that has been in place for a long time.

The professor's remarks reflect a growing awareness of the need to improve the quality of the curriculum. He is particularly concerned about the quality of the curriculum in the area of mathematics. He is particularly concerned about the quality of the curriculum in the area of mathematics. He is particularly concerned about the quality of the curriculum in the area of mathematics.

"A special type of guardian angel here was grandfathered by one neighbor in New Boston. It is built sturdy and efficient. He is the same color as other Canebox Incarnations but the texture was. Could he make a move? The statue towards him was representative of his neighbor. 'I can't imagine just as good as Tumbler, I think and act. I never have let

...he is getting—lots, making two grand a day?—don't let industry suffer!

[illegible][illegible]

most there. It was the first time we saw a large number of people in the area. I was surprised to see that the people were not just from the area but from all over the country. I was surprised to see that the people were not just from the area but from all over the country. I was surprised to see that the people were not just from the area but from all over the country.

On the other hand, the 1990s have been a decade of change for the U.S. economy. The U.S. economy has grown at a rapid pace, and the U.S. economy is now the largest in the world. The U.S. economy is now the largest in the world, and the U.S. economy is now the largest in the world.



Why 86% of Home
Economics teachers
say "I prefer Cream of Tartar
Baking Powder"

The teachers of *Home Economics* in High Schools all over the United States were recently asked, "What kind of baking powder do you prefer?"

80% of those answering definitely stated "Crown of Torture"—then they told why. They said, "It gives the best results"—"There is no harmful residue"—"It leaves no bitter taste"—"It insures success." An unqualifying testimonial to the superiority of Crown of Torture for perfect baking!

In Royal Dairies' Pies are perfectly blended soups and pure cream of tartar derived from grapes grown in the famous vineyards of southern Europe.

Much labor is involved, infinite care and expense—but finally the more than fifty years Rigdon's contribution of the profits (1926) almost gave me the idea that you they share the use of America the same

Expected policy know they can depend on. Dept. experienced smoke test with the test results.

Stacy Brown, 34
— Married with four
kids and steadily good
for workouts with her
two dogs.



Chorizo (Lard) — A pork head, bone-in chorizo sausage, featuring a spicy, smoky flavor.

**Send for the Famous
Tasty Cash Book —
it's FREE.**

Join 125,000 owners and
practical buyers — both
household and business —
and the reason why is
that you can get it free.

THE RYAN TACKLE COMPANY
c/o LAMSON BROS., BOSTON, MASS.
Send us this copy of the Boston Herald Cash
Book — your 40¢ colored coupon.

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Address _____



Fitting the investor's Needs

Be the one who determines how you will use all your money. Invest with confidence and security. Invest with the security of a well diversified portfolio. Invest with the security of a well diversified portfolio. Invest with the security of a well diversified portfolio.

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BUSINESS & INVESTMENTS

STABILIZING VOTE STIMULATES BUSINESS CONFIDENCE AFRESH

By J. HERBERT HODGINS

Stability of government has been a constant theme of the last 10 years. The business community has been a constant theme of the last 10 years. The business community has been a constant theme of the last 10 years.

THE SAFEST FORM OF INVESTMENT

WITH **5 1/2%** The National Life Insurance Company of Canada Ltd. offers you an absolutely safe and profitable investment secured 100% by Treasury Securities under the laws of the Province of Ontario.

GASTINSON & CO.
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100 King Street West, Toronto

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French Organdie

Down through the years the French have been the leading link in the Chain of Femininity.

For perfect correspondence see French Organdie.

It's—Shoes of Service

Sent to Scotland

THIS FIFE HIDE

\$8.50 (plus tax)

Black or White

For more information, contact your local shoe store.

SIMONDS MACHINE KNIVES

SAWS

For more information, contact your local hardware store.

changes in the last 10 years. The business community has been a constant theme of the last 10 years. The business community has been a constant theme of the last 10 years.

ANY FIRE HITS YOUR POCKET

Ten Years of Canadian Confederations Here Cost the Country \$750,000,000

By A. C. MULLINS

SCOTT: For years now, the white man has been a constant theme of the last 10 years. The business community has been a constant theme of the last 10 years. The business community has been a constant theme of the last 10 years.

It is a hard reality to face, but the white man has been a constant theme of the last 10 years. The business community has been a constant theme of the last 10 years. The business community has been a constant theme of the last 10 years.

often with a clear sight to what he believes to be the values of the whole society. It is the business community that has been a constant theme of the last 10 years. The business community has been a constant theme of the last 10 years.

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Not by Bread Alone

does Canadian Agriculture drive on to Greatness



WHEN written on Canadian flags as a symbol of national pride, the words of the Canadian flag are a constant theme of the last 10 years. The business community has been a constant theme of the last 10 years. The business community has been a constant theme of the last 10 years.

THE BANK OF TORONTO

For more information, contact your local bank branch.

Bell Telephone C. P. R. Abitibi Ogilvie

For more information, contact your local telephone company.

Three hundred and fifty-two Stars at Hollywood



WHERE THAT FAIR, PERISHABLE POSSESSION, A BEAUTIFUL FACE, IS WORTH MORE THAN STOCKS AND BONDS, RAILROADS, OIL WELLS . . .

say they find this soap "splendid" · "wonderful for their skin" ·

HOLLYWOOD—a city of fairy tales!

Here some little working-girl suddenly finds herself a princess—wearing sables and diamonds—dining off gold plate.

Here a penniless vagabond becomes, almost overnight, the owner of a palace and a fortune.

Two pass-words open all the doors at Hollywood—youth and beauty.

Radiant, youthful beauty—nowhere else has it ever been at such a premium—won such huge material rewards. Gathered together in this one spot one sees more young lovely faces than anywhere in the world.

How do the stars at Hollywood take care of their skin? How do they keep it smooth, soft, exquisite, in spite of the constant use of make-up and the cruel exposure to high-power artificial light?

We asked 480 stars at Hollywood what toilet soap they select for the care of their skin.

Three hundred and fifty-two—nearly three-fourths—answered, "Woodbury's Facial Soap!"

"Woodbury's keeps my skin in wonderful condition."

Now—the New, Large-Size Trial Set!

The Andrew Jerrold Co., Ltd.
7040 Shattuck Ave., Perth, Ont.
For the method of its use and use the new
large-size trial set of Woodbury's Facial
Soap, the Cold Cream, Facial Cream and
Brush, and the booklet "A Skin You Can
Be Proud Of."



Name

Street

City Province

"UNTIL I USED WOODBURY'S I could not use any soap on my face, but this leaves my skin as soft as a baby's."

"WOODBURY'S makes the skin so soft and smooth!"

"SPLENDID after removing grease paint."

"MY SKIN CHAPPED EASILY—so I started using Woodbury's and have had no trouble since."

A SKIN SPECIALIST worked out the formula by which Woodbury's is made. This formula not only calls for the purest ingredients; it also demands greater refinement in the manufacturing process than is commercially possible with ordinary toilet soap.

A 25-cent cake of Woodbury's lasts a month or six weeks. Around each cake is wrapped the booklet of famous treatments for overcoming common skin defects.

Within a week or ten days after beginning to use Woodbury's you will see an improvement in your complexion—will see it growing smoother, clearer, finer. Get your Woodbury's today and begin tonight the treatment your skin needs!

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